

# James Gerald Freeman, AIA

## Co-Founder, Principal

Jim cofounded this international hospitality design firm specializing in bespoke hospitality destinations. Believing the most memorable authentic guest experiences require the whole always being greater than the sum of its parts, drives Jim's passion for a transcendent contemporary regionalism design approach infusing indoor and outdoor spaces with positive energy to create "living places" - to imbue convivial place-making skills with local culture, climate, history and the natural environment to enrich life. He believes his unquenchable enthusiasm for people and places encountered throughout world travel and his "listen first" approach directly correlate with his world-wide success.

Jim's initiatives toward a better-built environment received the attention of President Clinton who awarded him the PRESIDENT'S COUNCIL FOR SUSTAINABLE DEVELOPMENT Certificate of Appreciation, for his advocacy and visionary SUSTAINABLE COMMUNITIES concept. Through Jim's leadership as President of the AIA Honolulu (American Institute of Architects) their new headquarters became the first LEED Certified project in the State of Hawaii, and several of his hotels and resorts incorporated sustainable design strategies. Jim is a frequent speaker at international hospitality industry conferences, past President, VP, Director and Committee Chair for AIA Honolulu, Director of Center for Better Communities, author of various articles and Charter of the NEW URBANISM signatory.

**Ka'anapali Beach Hotel Reposition**  
Maui, Hawaii

**Vatuele Resort**  
Vatuele Island, Fiji

**Savan Resort Thakhek**  
Thakhek, Lao PDR

**Vista Hotel Azure**  
Confidential Location

**Coral Resort & Spa**  
Confidential Location

**Integrated Resort & Casino**  
Praia, Cape Verde

**Curio Collection, Sanya Yazhou Bay Resort**  
Sanya, Hainan Island, China

**Hilton Linzhi Resort**  
Lin Zhi, Milin, Tibet

**Hilton Wuyi Mountain Resort**  
Wuyishan, Fujian Province, China

**Renaissance Xiamen Resort**  
Tong An, Xiamen, China

**Marriott Xiamen Resort**  
Tong An, Xiamen, China

**Hualuxe Kunming Resort by IGH**  
Kunming, China

**Renaissance Sanya Resort - Phase Two**  
Haitang Bay, Hainan Island

**Marriott & Courtyard Ding Long Resorts**  
Wuchuan, Guangdong Province, China

**Hard Rock Coconut Beach Resort**  
Kapaa, Kauai, Hawaii

**Hawaii Ocean Plaza Mixed-Use Highrise**  
Honolulu, Hawaii

**Hawaii City Plaza Mixed-Use Highrise**  
Honolulu, Hawaii

**Le Meridian Meixi Lake Resort**  
Changsha, Hunan, China

**Changbaishan Chixi Ski Resort**  
Changbaishan, China

**Xiamen Marriott Hotel & Conference Centre**  
TongAn, Xiamen, China

**Song Long Resort**  
Zhaoqing, China

**Dongzhou Luxury Villas**  
Shanghai, China

**Master Plan - Mitla Carrizal Integrated Resort**  
Acapulco, Mexico

**Master Plan - Confidential Archipelago**  
Kingdom of Saudi Arabia

**Master Plan - Hidden Gem Integrated Resort**  
Confidential Location

**Master Plan - Sananda Bay Resort**  
Palawan, Philippines

**Master Plan - Bai Tang Bay Resort**  
Xiamen, China

**Master Plan - Maoming Resort**  
Maoming, Guangdong Province, China

### project experience while with WATG

**Shangri-La Maldives Resort**  
Vilingili Island, Maldives

Acting Principal & Lead Designer

**Shangri-La Boracay Resort**  
Boracay, Philippines

Acting Principal & Lead Designer

**Renaissance Sanya Resort**  
Haitang Bay, Hainan Island

Principal & Lead Designer

**Hilton Sanya Resort & Spa**  
Hainan Island, China

Senior Designer & Project Manager

**Hilton Hangzhou Qiandao Lake Resort**  
Qiandao Lake, China

Principal & Lead Designer

**Conrad Bali Resort**  
Tanjung Benoa, Bali

Senior Designer

**The Resort at Bahamia**  
Grand Bahama Island, Bahamas

Senior Designer & Project Manager

**Kauai Coast Resort (Timeshare)**  
Kapa'a, Kauai, Hawaii

Senior Designer

**Fiji Resort - Navilaca Master Plan**  
Venua Levu, Fiji

Principal & Lead Designer

**Club Med Resort (formerly Kempinski)**  
Hainan Island, China

Acting Principal & Lead Designer



### contact info

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### education

University of Texas, Austin  
Master of Architecture

University of Memphis  
Bachelor of Science in Engineering  
Technology - Architecture

Oxford Study Abroad  
Oxford, England

### architect license

Hawaii, USA

### experience

FSC ARCHITECTS, 2010-Present

WATG, Honolulu, VP, 1997-2010

JTLL, Honolulu, Principal, 1988-1997

GF & A, Austin, Architect, 1986-1988

LRK, Memphis, Architect, 1984

### affiliations

American Institute of Architects (AIA)  
Honolulu Chapter

### honors/awards (also see Awards List)

Exporter of the Year 2013

State of Hawaii, US Small Business  
Administration

Best New Business 2012  
Hawaii Business Magazine

AIA Award of Excellence  
Shangri-La Maldives Resort

AIA Award of Merit  
Conrad Bali Resort

AIA Award of Merit  
Hilton Sanya Resort

AIA Unbuilt Award  
Yangzhou Resort

AIA Sustainable Design Award  
AIA Honolulu Headquarters